PROCEEDINGS OF THE PREBID MEETING HELD ON 16.01.2026 AT 3.00 PM IN OFFICE OF DEPUTY GENERAL MANAGER-1, BSWML FOR THE BIDS INVITED THROUGH NOTIFICATION NO: DGM-1/BSWML/TEND/16/2025-26 DATED: 30.12.2025.

OFFICER'S PRESENT:

1	Chief Engineer& Chief General Manager (Tech) BSWML	Sri Raghvendra Prasad
2	Deputy General Manager-1 BSWML	Sri. Chandrashekar B
3	Assistant General Manager, BSWML	Sri. Santhoshkumar Kaddi
4	Assistant Manager, BSWML	Sri. Neelesh Kumar

AGENCIES PRESENT:

1	Pramod A.C
2	Yogesh Ambujan
3	Vidya s Narayan
4	Sanjay P
5	Ganesh, Zenkar Advertising
6	Based Davitious and Interiors
7	Arun. R, Thinking Solution

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Chief Engineer& Chief General Manager (Tech) BSWML welcomed all the officials and the representatives of the agencies/ firms for below works for which pre-Bid meeting was called. Representatives of various companies as above were present in the said pre bid meeting.

The queries/clarifications sought by the agencies with regard to bids invited, were received in writing / e-mail & through KPP portal. The clarifications are issued according to the tenders invited as under: -

SUBJECT-1: "Social Media Activities under SBM 2.0-Package-01"

And

"Mid Media Activities under SBM 2.0 – Package-02"

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL), BSWML

Sl. No	Tender Doc Ref	Query Raised	Clarifications/ Amendments issued
Online			
01	Page no 8 It is submitted that the Quality and Cost Based Selection (QCBS) method is more appropriate for this service category than the Least Cost Selection (LCS) method.	1.Amend the selection method mentioned in Section 1 Letter of Invitation, Sl. No 1 by replacing LCS with QCBS for IEC activities and 2 Clearly state that Least Cost Selection LCS shall not be applicable for this service category Suggested Revised Clause More details on the Services are provided in the attached Terms of Reference TOR The Consultant Agencies for implementing IEC activities shall be selected in accordance with the Quality and Cost Based Selection QCBS method as per the procedures described in this RFP The Least Cost Selection LCS method shall not be applicable for this service category We further request that corresponding sections of the RFP such as evaluation criteria scoring methodology and financial proposal evaluation) may also be aligned accordingly to ensure consistency throughout the document	Tender conditions Prevail
02	Page no 8 The clause specifies that the Consultancy firm should have achieved an average annual financial turnover of Rs 1176.94 Lakhs during the period from FY 2020 21 to FY 2024 25, considering any two financial years Issue / Observation The above requirement may unintentionally restrict participation, particularly for Non profit organizations NGOs Section 8 companies, and Social Development sector agencies with proven field-level IEC experience but variable annual revenues IEC and mid media activities under SBM 20 rely significantly on technical expertise, outreach capability community engagement and implementation quality rather than high annual turnovers in individual financial years	Encourage wider and fair competition Enable participation of competent non-profit and development sector agencies and Align the eligibility conditions with the nature of the services We respectfully request the Authority to modify the turnover criterion as follows Suggested Revised Clause The Consultancy firm/Agency should have achieved a cumulative financial turnover of Rs 1176 94 Lakhs during the period from FY 2020 21 to FY 2024 25 last five financial years Rationale A cumulative turnover requirement over five years ensures financial capacity while allowing flexibility in year-wise revenue distribution. This approach promotes inclusive participation, particularly of non-profit agencies, without compromising the financial soundness required for successful project implementation. It is consistent with procurement best practices for IEC and social development programs, where experience and quality are critical success factors We kindly request your consideration of the above and issuance of a suitable corrigendum/amendment to the RFP to reflect the revised financial eligibility condition We shall be grateful for your clarification and support in this matter	Tender conditions Prevail

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL), BSWML

03	Page no 8 Sl no 4 Request to reduce the total EMD amount, as the current EMD of Rs 613000 is considerably high for IEC and Mid Media activities. Reduction will encourage wider participation, especially from NGOs, non-profit organizations, and MSMEs, without affecting bid seriousness	Reduce the total EMD amount to a more reasonable level, and or Consider EMD exemption or relaxation for eligible NGOs / non-profit organizations, in line with applicable Government procurement guidelines The current EMD requirement may limit participation, particularly from Non profit organizations / NGOs MSMEs Who possess relevant technical expertise and field experience but may find high EMD requirements restrictive Request Reduce the total EMD amount to a more reasonable level and or Consider EMD relaxation for eligible NGOs or non profit organizations, in line with applicable Government procurement guidelines	Tender conditions Prevail
04	Sl. No. 1 (Page No. 4), However, as per the nature and scope of services, the said package primarily involves implementation of IEC (Information, Education & Communication) activities, which are quality-intensive, creative, and strategy-driven services. For such services, evaluation based solely on cost may not adequately capture the technical competence, experience, innovation, and quality parameters required for effective implementation	We kindly request the Tender Inviting Authority to permit Joint Venture Consortium participation in this tender subject to clearly defined roles responsibilities, and eligibility criteria Suggested JV Consortium Clause Government Aligned Language Aligned with GFR 2017 and commonly adopted State RFP formats Joint Venture Consortium participation shall be permitted for this assignment In case of a Joint Venture Consortium One member shall be designated as the Lead Member who shall be responsible for overall contract management and communication with the Client The Lead Member shall hold a minimum of 51 percent stake in the Joint Venture Consortium The technical experience may be collectively met by the JV Consortium members The financial eligibility turnover shall be met either by the Lead Member alone or cumulatively by all JV Consortium members as specified in the RFP A JV Consortium Agreement MoU duly signed by all members shall be submitted along with the bid All members shall be jointly and severally liable for execution of the contract This structure is widely accepted in Central and State Government IEC development sector tenders	Tender conditions Prevail

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL), BSWML

05	page no 25 Short Pre Bid Query Table Concise Format RFP Reference Eligibility Criteria Bid conditions RFP relevant section Existing Clause RFP does not specify provisions for Joint Venture JV Consortium participation Query Request for Clarification Request to allow participation through Joint Venture Consortium for this tender This will enable agencies with complementary technical expertise field presence and regional outreach to jointly deliver IEC and Mid Media activities effectively under SBM 2 2 Elaborated Pre Bid Query Formal language Subject Request to allow participation through Joint Venture Consortium Mid Media Activities under SBM 2Package P2 With reference to the RFP for Mid Media Activities under SBM 2 it is observed that the tender document does not explicitly provide for participation through Joint Venture JV Consortium Considering the diverse and largescale nature of IEC and Mid Media activities, which require Creative development Community mobilization, Field level execution across multiple geographies and Technical and administrative capabilities it is respectfully submitted that allowing JV Consortium participation would enhance implementation effectiveness by enabling collaboration between agencies having complementary strengths	We kindly request the Tender Inviting Authority to permit Joint Venture Consortium participation in this tender subject to clearly defined roles responsibilities, and eligibility criteria Suggested JV Consortium Clause Government Aligned Language Aligned with GFR 2017 and commonly adopted State RFP formats Joint Venture Consortium participation shall be permitted for this assignment In case of a Joint Venture Consortium One member shall be designated as the Lead Member who shall be responsible for overall contract management and communication with the Client The Lead Member shall hold a minimum of 51 percent stake in the Joint Venture Consortium The technical experience may be collectively met by the JV Consortium members The financial eligibility turnover shall be met either by the Lead Member alone or cumulatively by all JV Consortium members as specified in the RFP A JV Consortium Agreement MoU duly signed by all members shall be submitted along with the bid All members shall be jointly and severally liable for execution of the contract This structure is widely accepted in Central and State Government IEC development sector tenders	Tender conditions Prevail

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL), BSWML

06	Page no 7 Request to reduce the total EMD amount, as the current EMD of Rs. 8,83,000/- is considerably high for IEC and Mid Media activities. Reduction will encourage wider participation, especially from NGOs, non-profit organizations, and MSMEs, without affecting bid seriousness.	Reduce the total EMD amount to a more reasonable level, and or Consider EMD exemption or relaxation for eligible NGOs / non-profit organizations, in line with applicable Government procurement guidelines The current EMD requirement may limit participation, particularly from Non profit organizations / NGOs MSMEs Who possess relevant technical expertise and field experience but may find high EMD requirements restrictive Request Reduce the total EMD amount to a more reasonable level and or Consider EMD relaxation for eligible NGOs or non profit organizations, in line with applicable Government procurement guidelines	Tender conditions Prevail
07	Sl. No. 1 (Page No. 4), it is submitted that the Quality and Cost Based Selection (QCBS) method is more appropriate for this service category than the Least Cost Selection (LCS) method.	Amend the selection method mentioned in Section 1 Letter of Invitation, Sl. No 1 by replacing LCS with QCBS for IEC activities and 2 Clearly state that Least Cost Selection LCS shall not be applicable for this service category Suggested Revised Clause More details on the Services are provided in the attached Terms of Reference TOR The Consultant Agencies for implementing IEC activities shall be selected in accordance with the Quality and Cost Based Selection QCBS method as per the procedures described in this RFP The Least Cost Selection LCS method shall not be applicable for this service category We further request that corresponding sections of the RFP such as evaluation criteria scoring methodology and financial proposal evaluation) may also be aligned accordingly to ensure consistency throughout the document	Tender conditions Prevail

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL), BSWML

08	Sl No.2 Financial Turnover The clause specifies that the Consultancy firm should have achieved an average annual financial turnover of Rs 1176.94 Lakhs during the period from FY 2020 21 to FY 2024 25, considering any two financial years Issue / Observation The above requirement may unintentionally restrict participation, particularly for Non profit organizations NGOs Section 8 companies, and Social Development sector agencies with proven field-level IEC experience but variable annual revenues IEC and mid media activities under SBM 20 rely significantly on technical expertise, outreach capability community engagement and implementation quality rather than high annual turnovers in individual financial years	Encourage wider and fair competition Enable participation of competent non-profit and development sector agencies and Align the eligibility conditions with the nature of the services We respectfully request the Authority to modify the turnover criterion as follows Suggested Revised Clause The Consultancy firm/Agency should have achieved a cumulative financial turnover of Rs 1176 94 Lakhs during the period from FY 2020 21 to FY 2024 25 last five financial years Rationale A cumulative turnover requirement over five years ensures financial capacity while allowing flexibility in year-wise revenue distribution. This approach promotes inclusive participation, particularly of non-profit agencies, without compromising the financial soundness required for successful project implementation. It is consistent with procurement best practices for IEC and social development programs, where experience and quality are critical success factors We kindly request your consideration of the above and issuance of a suitable corrigendum/amendment to the RFP to reflect the revised financial eligibility condition We shall be grateful for your clarification and support in this matter	Tender conditions Prevail
Zenkar Advertising			
09	Clause 5.3 Page No 21 The number of points to be given under each of the evaluation criteria are:	In page 21, point no. 5.3 under "the number of points to be given under each of the evaluation criteria". The total points mentioned at two places is 100 and minimum technical score required to pass is 75. Whether pass score of + 75 applies for both or not. Please clarify in this subject.	Refer Addendum-1
10	Page No.5 & 65 Schedule-1 Price Bid Financial Bid - Dissemination through Reputed Radio during the large events and Swachh Survekshan	In page No. 5, the approximate amount put to tender is Rs 408.26 lakhs whereas in pages 65 & 66 the estimated figures mentioned are different. Please clarify on what ratio the budget have been divided.	Tender conditions Prevail

CHIEF ENGINEER &
CHIEF GENERAL MANAGER
(TECHNICAL) SCWML

11	In the Page No: 7 &16, Clause No: 2.5.3 (1) Evaluation of Technical Proposals of the RFP	It is stated that "the firm must have experience in the field of Mid Media Activities with essentially handling of the following key activities for last 5 years providing services for State Government and their undertaking agencies." We, Ambujam, request clarification whether the above requirement may please be interpreted as experience in executing the specified Mid Media activities in the last 5 years, instead of continuous execution for the entire last 5-year period. This clarification is sought to ensure proper understanding and uniform compliance with the eligibility conditions of the tender.	Refer Addendum-1
12	In the Page No: 7 &16, Clause No: 2.5.3 (1) Evaluation of Technical Proposals of the RFP	It is stated that "the firm must have experience in the field of Social Media Activities with essentially handling of the following key activities for last 5 years providing services for State Government and their undertaking agencies." We, Ambujam, request clarification whether the above requirement may please be interpreted as experience in executing the specified Social Media activities in the last 5 years, instead of continuous execution for the entire last 5-year period. This clarification is sought to ensure proper understanding and uniform compliance with the eligibility conditions of the tender.	Refer Addendum-1

All the bidders are requested to participate in the bidding process and further the bidders are instructed to note the above clarifications/amendments issued.

21/1/26

Chief Engineer &
Chief General Manager (Tech)
BSWML